



FIG. 1a

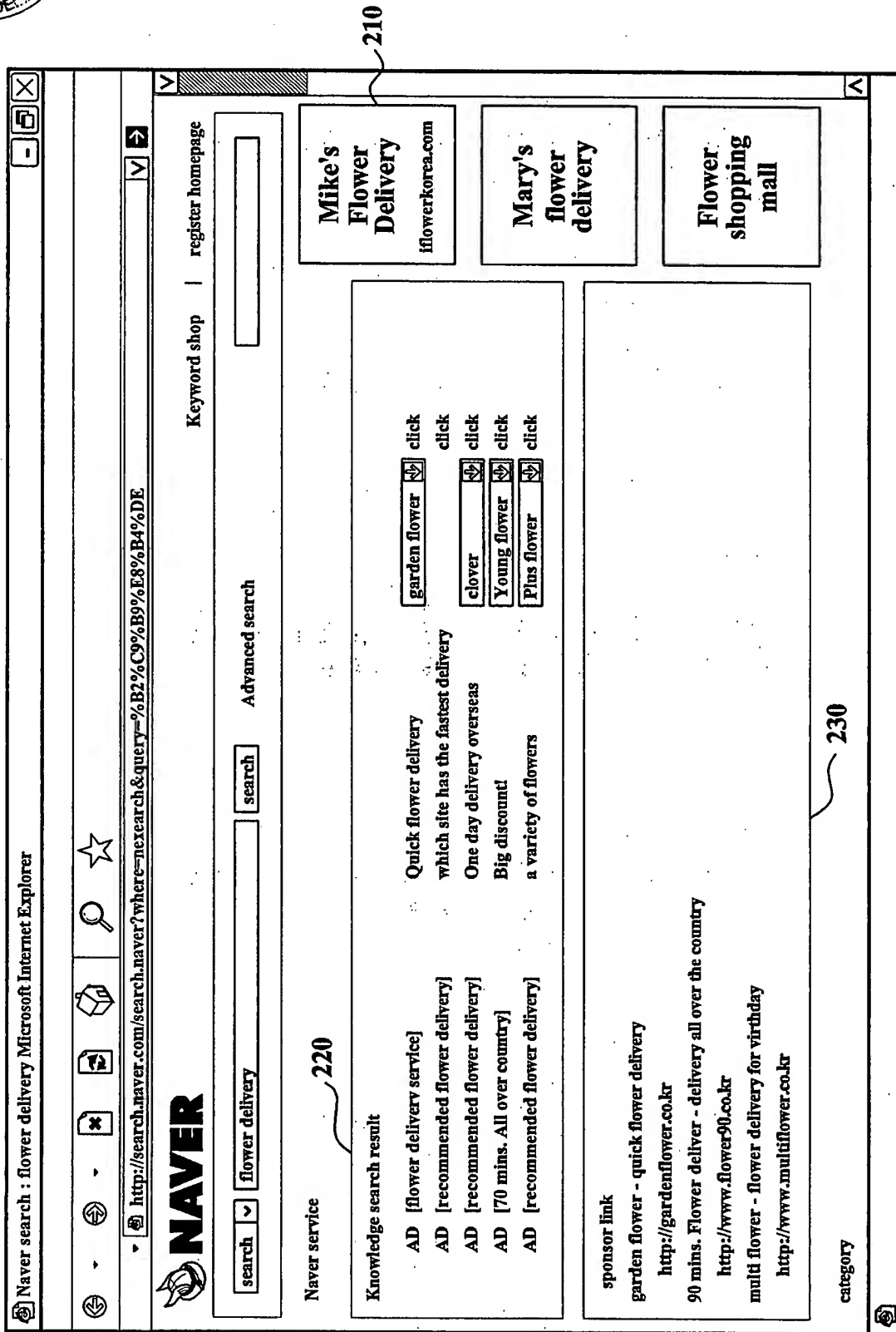


FIG. 1b

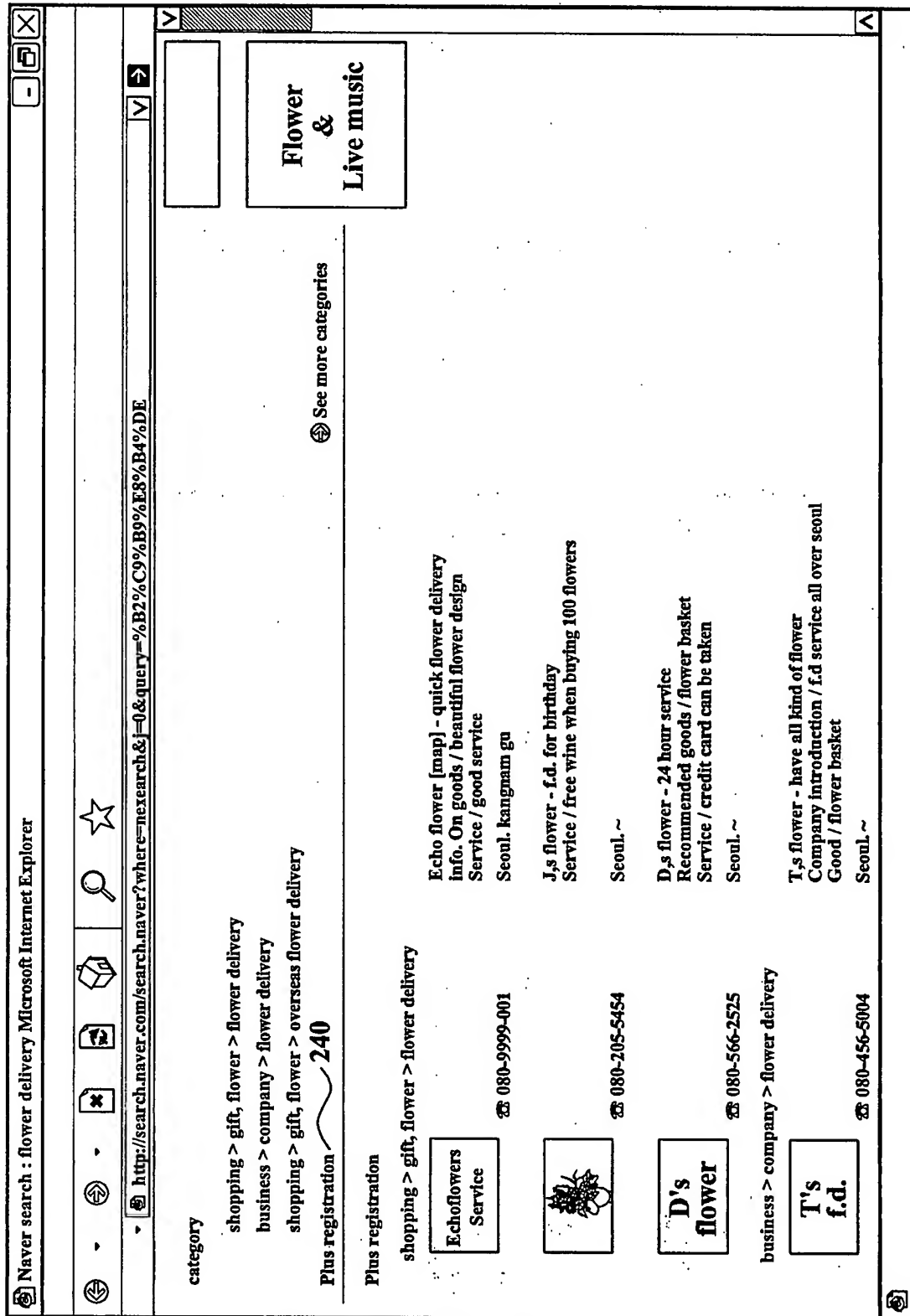




FIG. 4

Naver search : flower delivery Microsoft Internet Explorer

NAVER
Keyword shop

Keyword banner Question guide Sponsor link Directory banner

Naver > ad.info > keyword shop > bidding

Before bidding

- Beginning bidding price follow cost system of common keyword.
- To prevent a plurality of bidding prices with the same price, bidding prices in the unit of Won (in Korean monetary unit).
- last 3 digits in the bidding price cannot be '000'.
Ex) 123,000(X) 123,456(O)
- A provider proposing the highest bidding price is determined as a successful bidder. If a plurality of same bidding prices are present, it is determined based on a first-come first-served system.
- bidding price is for monthly contract, and VAT is not included.
Keyword : adult Ad. Goods : question guide No.1 Current time: 2002-12-12 19:21:43

Bidding info.		Keyword info.	
bidding #1	KS20021212036	#of view last month	37,897 #
finished	2002-12-13 20:00:00	Beginning bidding price	\$ 3,300
Time remaining	00 hour 38 min.		
# of person	1 person		

e-mail : od, @n ... et
bidding price : 3,300 \$ (monthly)

Process of bidding

tender previous page

bid Confirm Input ad. info pay Display ad.

Need help about premium keyword? Info. On premium keyword

Need help about process of bidding? Info. On keyword bidding

: Ask keyword ad.
: keyword ad. area
: keyword banner
: Question guide
: Sponsor link
: Directory banner
: Cont system
: Rule of making ad.
: banner
: Question guide
: Sponsor link
: Criterion of registering ad.
: common
: adult
: Ad. FAO/Ask
: banner
: Question guide
: Sponsor link
: Premium keyword
: Keyword bidding
: Keyword bidding board
: Mail for asking ad.
: Manage keyword ad.

FIG. 5

Keyword shop - Microsoft Internet Explorer

Naver(N) -

NAVER
Keyword shop

Keyword banner Question guide Sponsor link Directory banner

Naver> ad.info>keyword shop> keyword bidding board

➔ About successful bid price board

-bidding price is for monthly contract, and VAT is not included.

➔ Successful bid price notice board

# of bidding	keyword	keyword good	rank	date of service start	bidding price	Successful bidder
KS20021212018	adult goods	question guide	1	2002-12-18	\$ 22,345	m**o**t*@n**c**p**o**
KS20021211010	adult	question guide	2	2002-12-17	\$ 1,718	y**m**n@n**e**c**
KS20021211002	cell phone	keyword banner		2002-12-17	\$ 13,500	y**m**n@n**e**c**

Keyword ▼ search

confirmation

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: Ask keyword ad.
: keyword ad. area
: keyword banner
: Question guide
: Sponsor link
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: Rule of making ad.
: keyword guide
: Sponsor link
: Criterion of registering ad.
: common
: adult
: Ad. FAQ/Ask
: banner
: Question guide
: Sponsor link
: Premium keyword
: Keyword bidding
: Keyword bidding board
: Mail for asking ad.
: Manage keyword ad.

FIG. 11

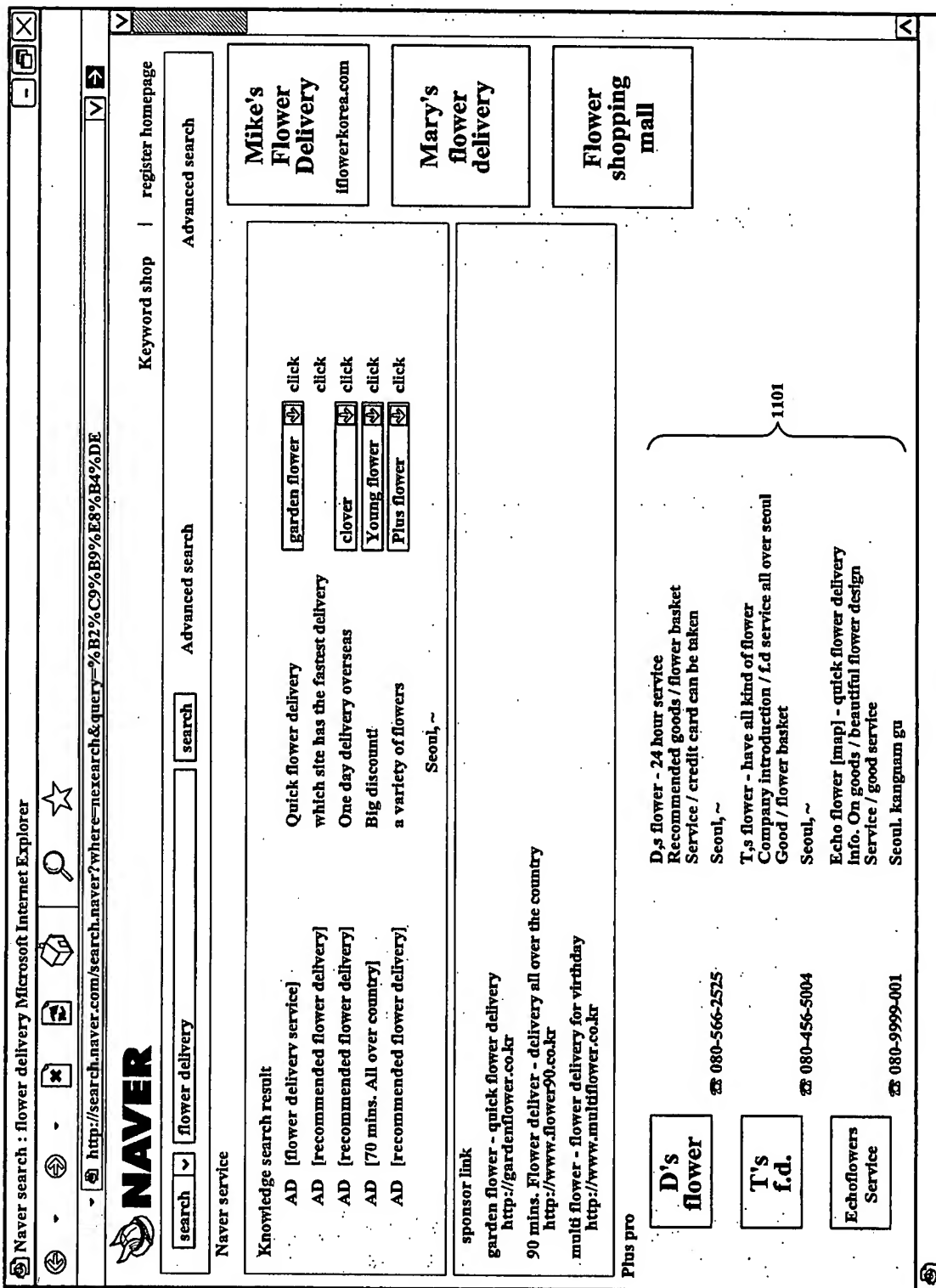


FIG. 12



Keyword shop

Keyword banner	Question guide	Sponsor link	Directory banner
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Keyword shop

Naver > Ad. Information > Key word shop > Register Ad. material

Register Ad. material

- * part should be input.
- Finish shopping in 30 min. after putting key word in shopping basket.

Example of Plus Pro

Image	Home page title	About Home page
	lucky puzzle	Special mileage service
	Special feature: always providing service!	
	Service/ we offer lucky goods whenever you play games	
	☎ 02-1234-5678 Seoul Kangnam gu	
	Additional Info.	
	Contact info. Address	

1201

: Ask keyword ad.
: keyword ad. area
: keyword banner
: Question guide
: Sponsor link
: Directory banner
: Cont system
: Rule of making ad.
: banner
: Question guide
: Sponsor link
: Premium keyword
: Keyword bidding
: Keyword bidding board
: Mail for asking ad.
: Manage keyword ad.

Combo box contents

Company info.
Item info
Recommended items
Menu
:
:

1202
1203
1204
1205
1206
1207
1208

Keyword selected	Mariah Carey (No.1)
*Home pagetitle	<input type="text"/> 0 character
*About Home page	<input type="text"/>
*Link URL	http:// <input type="text"/> example) http://www.naver.com
Additional Info.	<input type="text"/>
Image	<input type="text"/> find
contact info.	<input type="text"/>
Additional Info.	<input type="text"/> zip code
test ID & password	test ID <input type="text"/> password <input type="text"/>

FIG. 13



Keyword shop

Keyword banner	Question guide	Sponsor link	Directory banner
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Keyword shop

Naver > Ad. Info. > Key word shop > Result of Ad. registration

➡ Result of Ad. Registration (Plus Pro)

- Finish shopping in 30 min. after putting key word in shopping basket.

▲ top

1301

Keyword selected	Puzzle (No. 1)
<div style="border: 1px solid black; width: 50px; height: 50px; margin: 0 auto;"></div> <p>lucky puzzle - Special mileage service Special feature : always providing service! Service : we offer lucky goods whenever you play games ☎ 02-1234-5678 Seoul Kangnam Gu</p>	
- Home page title and contents of description can be modified by Ad. Administrator of Naver Plus Pro.	

Registration	Correction
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1302

1303

- : Ask keyword ad.
- : keyword ad. area
- keyword banner
- Question guide
- Sponsor link
- Directory banner
- : Cont system
- : Rule of making ad. banner
- Question guide
- Sponsor link
- : Criterion of registering ad. common adult
- : Ad. FAQ/Ask banner
- Question guide
- Sponsor link
- Premium keyword
- Keyword bidding
- : Keyword bidding board
- : Mail for asking ad.
- : Manage keyword ad.